Level Nine Sports utilizes the **FINCH** Platform's Display Capabilities to Unify Full-Funnel Paid Media Tactics and Optimization

**AUTOMATION AND INSIGHTS PAVE FULLY-OPTIMIZED PAID MEDIA STRATEGY FOR UTAH OUTDOOR COMPANY**

**LEVEL NINE SPORTS** is an eCommerce, outdoors company that sells ski, snowboard, and biking products. They had worked with the **FINCH** platform for two years, experiencing success in both Paid Search and Shopping. However, the Salt Lake City-based company had also been working with a leading Display Advertising technology platform and had experienced above-industry average results with a 12% cost per sales. However, they regretted not having insight and transparency into how their campaigns functioned; everything seemed like a “Black Box,” even results with dynamic creative optimization. They wanted more visibility into their Display tactics.

Additionally, the company wanted to ramp up their paid media strategy across multiple channels. However, their former platform couldn't provide results for their other channels and worked primarily with demand-side platforms (DSP) and retargeting tactics. **Level Nine Sports** also had significant digital marketing spend and wanted to diversify their channels—while still keeping Display. With their former display platform provider, options for success were minimal.

**CHALLENGE**

**LEVEL NINE SPORTS** needed to find an innovative paid media platform to launch additional channel tactics outside of Display. They also needed to gain deeper insight into their Display “black box.” Additionally, they wanted to automate manual paid media tactics and engender a holistic approach to full-funnel optimization for all paid media channels.

**RESULTS OVERVIEW**

- **Reduced Cost-of-Sales from 12% to 7%**

**Client Goals:**

- Find an innovative paid media platform to launch additional channel tactics outside of Display.
- Gain deeper insight into their Display “black box.”
- Automate manual paid media tactics and engender a holistic approach to full-funnel optimization for all paid media channels.

**SOLUTION & OUTCOME**
After a few introductory meetings with FINCH’s Customer Success Display Expert, Level Nine Sports saw immediate opportunities with the FINCH platform’s Display capabilities. Not only would our proprietary and A.I.-powered martech platform ensure a strategic, holistic approach to Display, but it could also work outside of DSP across other platforms. Additionally, Level Nine Sports was thrilled to see the level of transparency into Display insights offered by the FINCH platform. But the icing on the cake wasn’t the dynamic new features of display; because the FINCH platform offers a full-funnel approach to multi-channel digital marketing, Level Nine knew this was an instant win.

After two years of proven success with the FINCH platform’s Search and Shopping tactics (across Google, Bing, and Amazon), Level Nine Sports switched to the FINCH platform’s Display offering in February 2019. Our platform was able to open up Display channel visibility while also providing the crucial insights Level Nine needed in order to understand multi-channel viability. Additionally, due to the FINCH platform’s ability to customize goal-setting for a customer’s unique goals, Level Nine Sports was able to optimize for impression-based conversions, rather than click-based (something they couldn’t do with their other platform).

Lastly, Level Nine Sports was in awe with the FINCH platform’s automation capabilities. Because so many manual tasks became automated for cross-channel application, Level Nine Sports knew exactly how their historical audience data could power and optimize their other channels. The FINCH platform was the final, “do-it-all” platform the company needed instead of outsourcing all their digital media to multiple companies/platforms.

Historically, the FINCH platform empowered Level Nine Sports to launch both paid search and shopping campaigns. They were so impressed with their results, they decided to part ways with their former Display platform (one of the world’s leading, DCO-based platforms) to work with FINCH. In under two months’ time, the FINCH platform was able to holistically engender a full-funnel optimization approach to all of Level Nine Sports’ paid media channels. The company saw a near asymptotic decrease in cost-of-sales while gaining full visibility and insights into their “Display Black Box.”

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We loved working with FINCH for our Search and Shopping campaigns and had seen some strong results. Originally, we outsourced our Display channel to an internet advertising company that focuses on the channel. But we weren't seeing the results we'd been promised. We switched to the FINCH platform after learning about full-funnel optimization. Not only did the FINCH platform bring us a bigger ROI for Display, but we also saw growth across all our channels - our audiences and conversions grew like crazy. Only the FINCH platform could make this happen—it's truly one of a kind.

—Peter Ruppert, Director of Advertising and Analytics

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OUTCOME

Within the first two months of adopting the FINCH Platform’s Display capabilities, Level Nine Sports improved upon their already-successful Display campaigns. Level Nine Sports unified their automated paid search and shopping campaigns across Google and Amazon. The company unified their paid media channels with the power of full-funnel optimization. In under one month, Level Nine Sports also reduced its Cost of Sales from 12% down to 7% after switching to an impressions-based conversion model.

Level Nine Sports continued to see a consecutive decrease in cost-of-sales during the months of March (6.5%) and April (5.3%). Additionally, Level Nine Sports experienced a YoY growth in terms of revenue growth & conversion goals. The company relished in having transparency and insights into their Display campaigns—which was previously impossible with other platforms.

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